# Frank Dale Massi

## EDUCATION

**UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS**                                        *Chicago, IL*
*Master of Business Administration*                                                       *Jun 2014*
- Concentrations: Econometrics and Statistics, Analytic Management, Operations, and Strategy.
- Heavy course emphasis in data mining, modeling, and analysis. Experience performing linear, logistic, and multinomial regressions, factor analysis, trees and random forests, segmentation, clustering, and demand forecasting.
- Data mining project predicting if ~73K used cars were lemons using advanced statistical modeling (83% success rate)
- Dean's List, Summer 2013
- New product research and development for a Fortune 500 company
- GMAT: 730 – 96th Percentile

**UNIVERSITY OF ILLINOIS**                                                               *Urbana-Champaign, IL*
*Bachelor of Music Education, emphasis in General Music*                                  *Dec 2004*
- President - Engineering Outreach Society, 2003-2004

## EXPERIENCE

**DABBLE, INC.**                                                                          *Chicago, IL*
*Director of Operations and Technology*                                                   *Apr 2013 – Present*
- Analyze application data using Ruby, SQL, R, Stata, and Excel, including pricing, promotions, and sales information, as well as general user engagement and behavior trends; generate insights based on data to develop and execute strategic plans; build dashboards for easily accessible and repeatable metrics and analytics, and verify data accuracy; perform all ad hoc data gathering, cleaning, and analysis for business leaders and team as needed
- Utilize Ruby on Rails to develop and maintain the web application; build new features, while leveraging existing functionality, to enhance user experience and drive revenue growth; manage development priorities; build automated tests to ensure consistent site quality; implement automation to empower users and reduce inefficiencies
- Implement continual administrative process improvement to reduce costs and energy needed to operate the business
- Manage and respond to customer inquiries, resolving site issues, and seeking opportunities to optimize functionality and enhance user experience; update policies and documentation using customer feedback and inquiries; lead team to refine policies as needed
- Train staff in application use; consult with non-technical staff to define project scope, requirements, and feasibility
- Optimize administrator portal section of application to reduce staff workload and increase operational efficiencies
- Maintain automated messaging to users, ensuring quality and tone of communications, and accuracy of information

*Director of Customer Experience*                                                        *May 2012 – Apr 2013*
- Determined opportunities for new features and bug fixes; researched bugs and resolved them, either independently or with development team coordination; tested new application functionality, manually and with automated tests, to ensure consistent user experience when releasing updates to the application
- Collaborated with development team to increase automation, reducing staff effort needed to manage the site
- Maintained relationships with users to ensure satisfaction and receive continual feedback about their experience
- Processed course submissions and assisted teachers with course administration

*Education Coordinator*                                                                   *Jul 2011 – May 2012*
- Created materials and resources for teachers to use to plan classes, as well as promotion marketing materials
- Built and maintained relationships with teachers; provided guidance for course planning and proposals

**ZIMMERMAN LAW OFFICES, P.C.**                                                          *Chicago, IL*
*Legal and Administrative Assistant*                                                      *Jun 2006 – Dec 2011*
- Drafted, revised and proofread legal documents and correspondence
- Researched laws, legal issues, and corporation and personal information regarding potential cases
- Worked with clients to obtain information necessary to proceed in their cases

**DISTRICT 207 MAINE TOWNSHIP HIGH SCHOOLS**                                             *Des Plaines/Park Ridge, IL*
*Director of Guitar Studies*                                                              *Aug 2005 – Jun 2010*
- Taught beginner and advanced guitar classes
- Rewrote the Guitar Program curriculum for the district, including assignments and exams
- Initiated, organized and prepared students for two annual concerts at Maine West, as well as other performances in the community with advanced guitar students

## ADDITIONAL

- **Technology:**
  - Statistical Packages: R and Stata. Some experience with Python in a statistical setting.
  - Software Development: Ruby on Rails, JavaScript, HTML, CSS, SQL, Shell Scripting, and Git.
  - Productivity: Microsoft Office, including advanced Excel modeling, Adobe Acrobat, Adobe Photoshop and Illustrator.
- **Interests:** Data mining (Kaggle competitions), programming, music (guitarist and singer), fitness (running and cycling), adventure sports (snowboarding and skiing), scuba diving (certified Advanced Open Water), and cooking.